knowledge17

WORK at LIGHTSPEED™

EA: Revolutionizing the Gaming Experience by Streamlining Incident Management

STEPHEN STURDEVANT
DIGITAL PLATFORM CHANGE MANAGER
Electronic Arts

DAVID HAYES
DIRECTOR, PLATFORM STRATEGY
PagerDuty

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Agenda

- Introduction
- Incident Management Challenges in Gaming
- The Solution
- Outcomes
- Next Steps & Top Takeaways
- Q&A

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Speaker Introduction



NAME: Stephen Sturdevant

TITLE: Change Manager

FUNCTION: Digital Platform

COMPANY: Electronic Arts

EXPERIENCE: 5 years as Digital Platform Change Manager, 2 years as Change Management & Service Operations Program Lead at EA

EXPERTISE: ITIL, ITSM

ACHIEVEMENTS: ITIL Certification, Certified Systems Administrator & Developer for ServiceNow

CURRENT PROJECTS: Driving process efficiencies and protecting the customer experience

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My Company

NAME: Electronic Arts

INDUSTRY: Entertainment / Gaming

MARKET FOCUS: EA delivers games, content, and online services for Internet-connected consoles, personal computers, mobile phones and tablets.

COMPANY'S PRIMARY PRODUCTS/SOLUTIONS: Games/Multiplayer gaming/Online purchases/Social experience

COMPANY-WIDE INITIATIVES: Delivering great customer experiences and high uptime SLA's/Speed of development, deployment, quality, and incident responsiveness/Cross-functional alignment

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Speaker Introduction



NAME: David Hayes

TITLE: Director, Platform Strategy

FUNCTION: IT

COMPANY: PagerDuty

EXPERIENCE: 6 years growing the PagerDuty platform, 8 years in software development and program management

EXPERTISE: Platform extensibility, incident response optimization

CURRENT PROJECTS: Helping IT professionals drive down downtime with the best practice, integrated incident resolution lifecycle

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My Company



NAME: PagerDuty

INDUSTRY: Information Technology Services

MARKET FOCUS: PagerDuty integrates with your monitoring, ticketing, and collaboration tools to streamline incident management and improve operational efficiency.

COMPANY'S PRIMARY PRODUCTS/SOLUTIONS: Event Management/Response Orchestration/On-Call Management & Automation/Infrastructure & Operational Analytics

COMPANY-WIDE INITIATIVES: Helping organizations deliver seamless software and customer experiences/Expanding and servicing the partner ecosystem/Accelerating new product innovation

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Session Overview



Objectives

- Deliver both great innovation and reliability, at any scale, including w/in an industry servicing customers with especially high expectations
- Learn how to save time, reduce churn and maximize customer satisfaction



What You Will Learn

- How do you benefit from the agility offered by public & private cloud?
- How do you do so without compromising security, compliance, and maintaining costs within control?
- What does ServiceNow offer to help you in the process?

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Setting the stage

Industry trends

- Growing customer expectations for gaming experience availability (99.5% uptime SLA) and demand for new products
- Seasonal demand fluctuations and spikes (game launches, Black Friday, winter holidays, etc.)

Competitive pressures

- Huge competitors at international scale (ActiVision, Blizzard, etc.)

Corporate transformations

- Centralizing IT operations across all groups
- Some virtualization and automation efforts

Program drivers and goals

- Push for more efficient and accurate reporting
- Organizational consolidation and alignment

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Challenges & Goals

Challenges

- Centralized ops group needed to integrate many tools from an inherited group
- Lots of manual reviews and reporting across disconnected systems
- Didn’t have an accurate understanding of # of incidents, level of impact/downtime, etc., as monitoring alerts (Datadog) were not coalesced

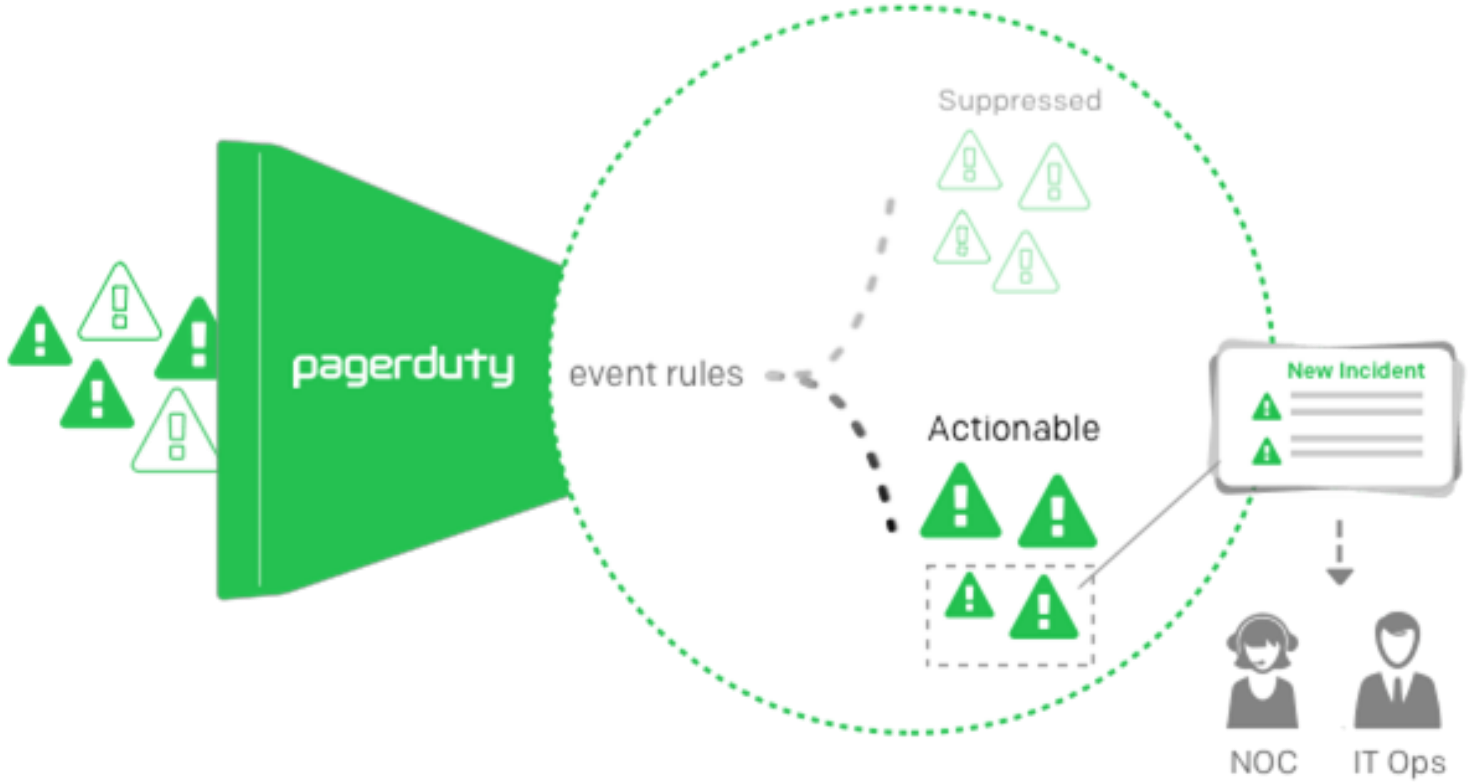
Goals

- Achieve 99.5% gamer uptime SLA in spite of new product development
- Centralize and consolidate alerts to reduce alert fatigue and improve reporting accuracy
- Minimize inefficiencies in reporting process in light of weekly “live site” reviews

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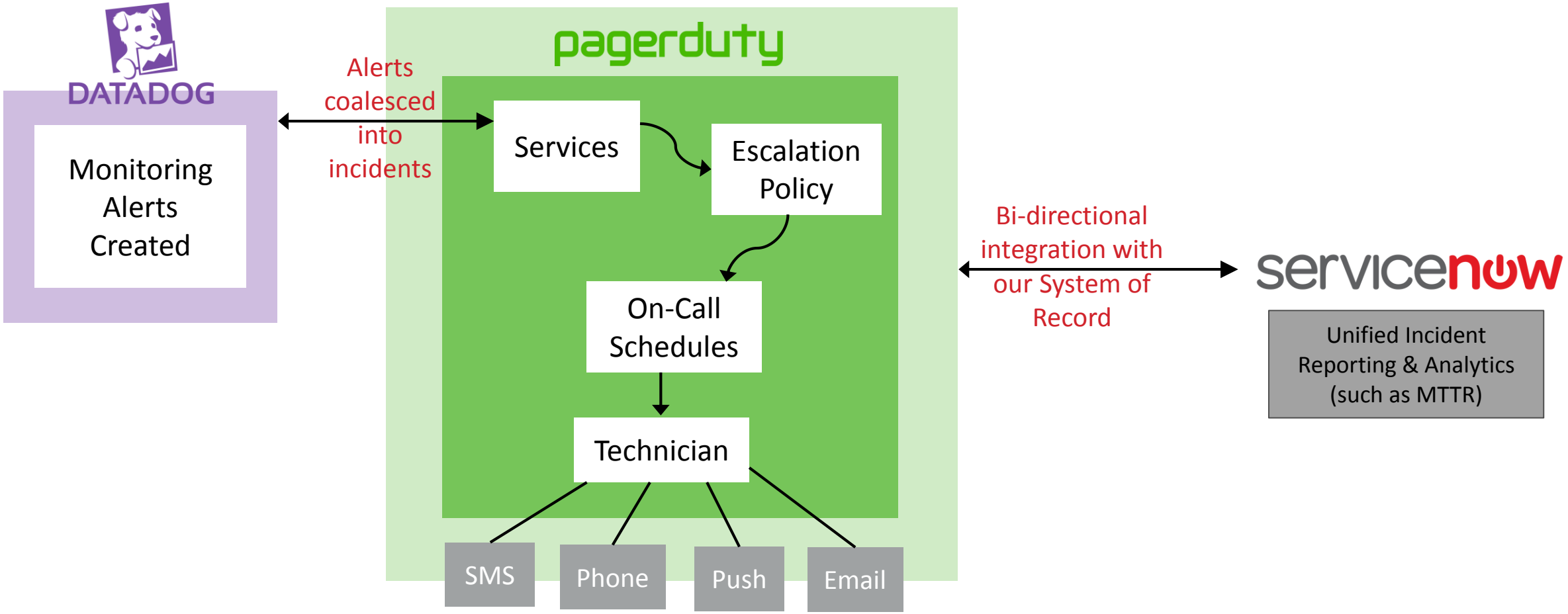
Solution at a Glance

- EA leverages PagerDuty to aggregate and consolidate related alerts into incidents, and understand metrics around infrastructure and operational efficiency.



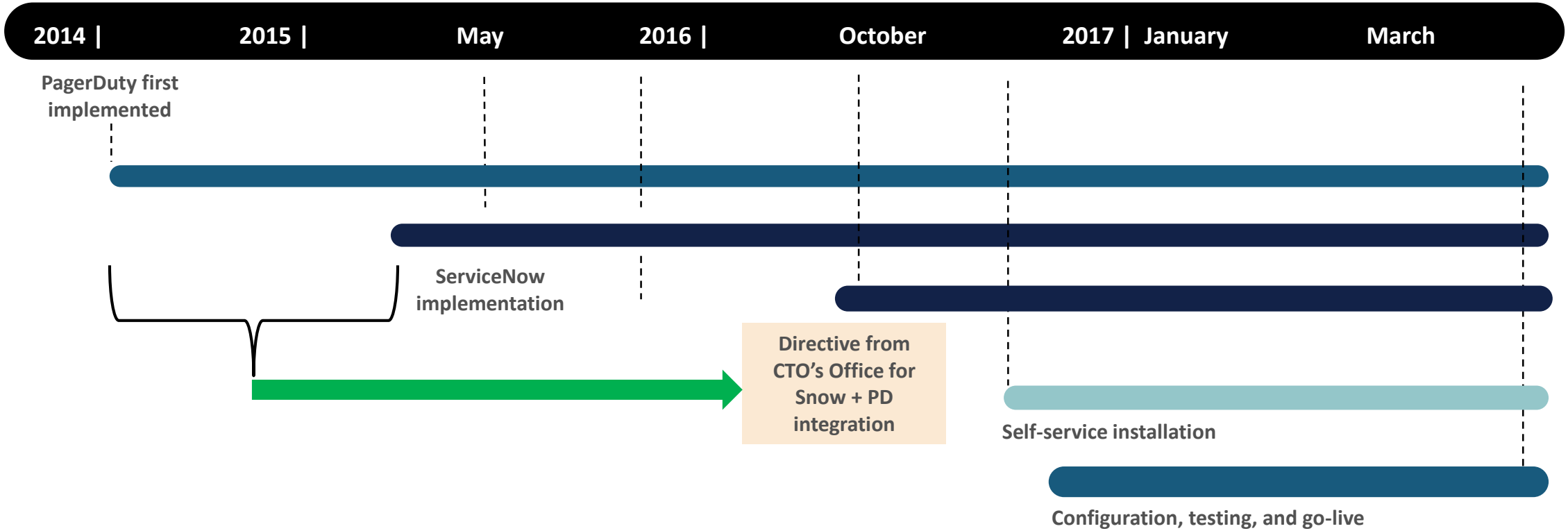
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Solution – Strategy or Approach or Methodology



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Solution – Timeline



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Most Teams Don’t Aggregate Alerts, Which Hurts the Business

Existing Toolkit



Challenges



The Situation



Business Impact



*Results from Dimensional Data report commissioned by PagerDuty

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Solution – Demo

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Value Outcomes

	BEFORE	AFTER
# OF INCIDENTS	200	50 (by coalescing on the incident key)
TIME SAVED WITH AUTOMATED REPORTING INSTEAD OF MANUAL REPORT PULLS	8-16 hours (across several teams)	4 hours (1 person)
REDUCTION IN + ACCURACY OF ESCALATIONS	Escalated to whole team every night	Automated escalations → reduction to < once a week

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Value Outcomes

An reduction of

75%

# of incidents

Consolidation significantly reduces alert fatigue



Saved per week on incident reporting

4-6

HRS LESS
PER NIGHT

Hours of sleep saved

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Lessons Learned

1. Holistic view -> 99.5% uptime SLA
2. PagerDuty enables noise reduction, reporting accuracy, and incident management
3. Coalescing related alerts helped us easily identify problem areas
4. This best practice enabled more accurate incident reporting
5. Now, we better understand gamer availability and the customers' experience

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Our Next Steps

- Organization-wide push for DevOps Transformation
  - ServiceNow as the center for all the automation tools, and PagerDuty as the notification engine
  - Self-healing events, with non self-healing events paging out via PagerDuty
- Benefits
  - Fewer errors
  - Faster and automated deployments
  - Improved and more accurate troubleshooting
  - Technicians can focus on actionable issues requiring immediate response

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Top Takeaways

1

Integrations with ServiceNow enable a better and crucial flow of data to inform better directives

2

With PagerDuty, we optimized our ServiceNow investment

3

Streamlining incident management increases uptime and opens up availability for innovation

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Q & A

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DIGITAL PLATFORM CHANGE MANAGER
Electronic Arts

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PagerDuty

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Appendix

STEPHEN STURDEVANT
DIGITAL PLATFORM CHANGE MANAGER
Electronic Arts

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Take the Survey

Please take a moment to complete a session survey in the Knowledge17 app.

Thank You

Stephen Sturdevant

Digital Platform Change Manager

Electronic Arts

David Hayes

Director, Platform Strategy

PagerDuty

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